

## CASE STUDY

Linux Foundation | Education expanded its reach in Vietnam's technical market through an education campaign with DevOps VietNam



### HUNDREDS

Engineers directly reached

### TENS OF THOUSANDS

USD in initial revenue recorded

### DUAL BENEFITS

Across growth campaigns

### STRONGER CREDIBILITY

Within Vietnam's DevOps community

Linux Foundation | Education is the training and certification arm of The Linux Foundation, the organization behind one of the world's largest and most influential open source ecosystems. The Linux Foundation supports more than 1,300 open source projects, brings together more than 21,000 contributing organizations, includes more than 855,000 developers contributing code, and has trained more than 4 million developers worldwide.

Its education programs are vendor-neutral and focused on core technology capabilities such as Linux, cloud computing, Kubernetes, DevOps, cybersecurity, and cloud native technologies — foundational areas that shape how modern enterprises build and operate digital infrastructure.

With its global ecosystem and training programs tied to critical open source technologies, Linux Foundation | Education plays an important role in standardizing and developing technical capabilities for enterprises, organizations, and engineering teams around the world.

## CHALLENGE

### Turning global credibility into learning action in Vietnam

Linux Foundation | Education already had strong global credibility across open source, cloud native, and technology education, especially within the DevOps industry. In a market like Vietnam, however, brand credibility alone was not enough to drive conversion. Global certification and training costs were not always easy for local learners to access, and engineers needed to understand why a course or certification was worth the investment, how it mapped to their career path, how it related to their current work, and how they could learn and certify more cost-effectively.

For DevOps, SRE, Cloud, Infrastructure, Platform Engineering, Backend, and Solution Architecture professionals, the decision to take a course or certification is usually tied to specific needs: standardizing knowledge, proving capability, strengthening career profiles, meeting job requirements, preparing for a new role, or keeping up with international technical standards.

If the campaign focused only on discounts, engineers could see it as a short-term sales push. If the content was too generic, the campaign might create awareness but struggle to drive actual registrations. Without a trusted local community partner, a message from an international organization could also fail to land deeply enough with Vietnam's technical audience.

DevOps VietNam's role was to connect Linux Foundation | Education's global learning value with the practical needs of Vietnamese engineers: learning to work better, earning certifications to prove capability, accessing international-standard resources at a more affordable cost, and joining a technical ecosystem that could recognize achievements, share experience, and expand career opportunities.

# SOLUTION

## Building an education campaign designed for real conversion

DevOps VietNam did not treat the program as a simple discount announcement. The campaign was designed as a complete journey across awareness, market education, credibility building, community-specific benefits, conversion tracking, and long-term operations.

As the organization behind a long-running DevOps community in Vietnam, DevOps VietNam brought Linux Foundation | Education the advantages of local trust, market context, and access to the right engineering audience. More importantly, DevOps VietNam reframed the offer as a valuable community benefit rather than a standard promotional message.

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### 1. Positioning Linux Foundation | Education around technical career development

DevOps VietNam positioned Linux Foundation | Education programs as part of a modern engineer's capability development path. Instead of speaking only about courses or certifications, the content connected Linux Foundation | Education to the community's real needs: structured Linux learning, Kubernetes certification, Cloud Native skills, DevOps/SRE capability development, and access to Security and Open Source education aligned with international standards.

This helped Linux Foundation | Education appear as a trusted long-term learning resource, not simply as a training provider running a limited-time promotion.

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### 2. Turning exclusive offers into a community benefit

Linux Foundation | Education provided a dedicated offer code for the DevOps VietNam community, with a standard 30% discount on training programs. During larger campaign periods, the two teams continued to coordinate deeper offers of up to 35–50% depending on the program, as well as sponsored learning and certification rewards for community events.

DevOps VietNam did not present this as a simple coupon. The program was positioned as an exclusive benefit for Vietnamese engineers, helping learners access international courses and certifications at a more reasonable cost without waiting for rare sales periods or competing within short promotional windows.

In addition to the offer from Linux Foundation | Education, DevOps VietNam designed its own community cost-support mechanism, reimbursing eligible engineers for up to roughly 20% of their payment value. This created a "dual benefit": a direct discount from Linux Foundation | Education and additional cost support from DevOps VietNam.

DevOps VietNam also created a recognition page for engineers who learned and earned certifications through the program, and supported engineers in sharing their learning and exam preparation experiences. These stories were published on the official website so the wider Vietnamese technical community could see and learn from them over time.

As a result, the program did more than drive purchase motivation. It strengthened DevOps VietNam's role as a partner that genuinely supports the professional growth of Vietnamese engineers.

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### 3. Building dedicated resources and a separate tracking system

DevOps VietNam built dedicated infrastructure and communication resources to help engineers understand and access the courses and certifications. The content explained why the program existed, how the offer worked, what learners needed to do to be properly recognized, and what community benefits were available after participation.

These resources did more than introduce the program. They acted as a dedicated conversion point for Vietnam's technical audience, explaining benefits such as the exclusive offer code, cost support, support process, engineer recognition, access to an expert ecosystem, and opportunities to share learning and certification experiences with the community.

Alongside the partner's tracking system, DevOps VietNam built an internal tracking workflow to record and store user flows, support reconciliation, handle missing-order cases, verify transactions, and create a more transparent operating experience for learners. This became an important part of running the partnership in a structured and reliable way.

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#### **4. Distributing through newsletters, the website, and the technical community ecosystem**

The campaign was distributed through DevOps VietNam's owned channels, including the website, newsletter, Facebook page, Facebook group, LinkedIn, and relevant technical community channels. The newsletter reached approximately 22,000 people in the DevOps VietNam community, with an average open rate of about 23%, focusing on the official partnership message and the special benefits available to Vietnamese engineers.

In addition to the always-on landing page for the standard offer code, DevOps VietNam could launch dedicated landing pages or communication assets for major promotion periods, seasonal offers, or special programs from Linux Foundation | Education. This allowed the campaign to run continuously instead of being limited to a single communication push.

The goal was not to reach as broadly as possible at any cost. The goal was to bring the program to the right audiences with the highest likelihood of interest and action: engineers preparing for certifications, DevOps/SRE teams seeking to standardize capability, individuals looking to strengthen their career profiles, and companies interested in purchasing learning programs for technical employees.

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#### **5. Creating community value after conversion**

The campaign's differentiation was not the discount alone, but how DevOps VietNam connected the program to the community ecosystem. Engineers who joined the program could be recognized on DevOps VietNam's official website, connect with an expert network, share learning and certification experiences, and contribute knowledge for engineers who followed. Examples included [a CKAD study and preparation story](#) and [a practical CKA certification journey](#).

This approach turned a learning transaction into a more meaningful career development journey. Learners did not only save cost. They also had more motivation to complete their certifications, share what they learned, and build personal credibility within the technical community.

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#### **6. Maintaining long-term operations and partnership development**

After the initial campaign, DevOps VietNam and Linux Foundation | Education continued to coordinate regularly on new offers, seasonal codes, transaction reconciliation, missing-order handling, manual verification cases, and future partnership opportunities.

This showed that the partnership did not end as a short-term campaign. It became a long-running operating program that continued to generate revenue for Linux Foundation | Education while continuing to bring learning benefits to Vietnam's technical community.

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## **RESULTS**

### **From clear community benefits to real paid conversion**

The campaign helped Linux Foundation | Education do more than increase awareness in Vietnam's technical community. It created learning action and real paid conversion. Hundreds of Vietnamese engineers were connected to Linux Foundation | Education training and certification programs through DevOps VietNam's campaign.

More importantly, the program continued to operate after the initial launch period and continued to record steady revenue from Vietnam. This demonstrated DevOps VietNam's ability not only to create interest, but also to design and operate a campaign capable of long-term conversion.

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Within Vietnam's DevOps community

### EDUCATION

Engineers accessed international certifications

From these outcomes, Linux Foundation | Education gained several important advantages:

- Access to the right technical community: the campaign brought Linux Foundation | Education training and certification programs to DevOps Engineers, Cloud Engineers, SREs, Platform Engineers, Infrastructure Engineers, Backend Engineers, Solution Architects, and technical leaders in Vietnam.
- Direct revenue from the Vietnamese market: the campaign recorded clear commercial value and contributed revenue for Linux Foundation | Education without relying on generic advertising.
- Conversion from awareness to learning action: users did not only read the content; they visited the program page, explored the offer, used the benefits, and registered for courses and certifications.
- Stronger trust in the local market: because the program was communicated through DevOps VietNam, a trusted technical community, Linux Foundation | Education's message became more relevant and accessible to Vietnamese learners.
- Long-term partnership momentum: both teams continued to coordinate, reconcile transactions, and launch new programs, showing the ability to work together beyond the initial campaign period.

## FEEDBACK FROM LINUX FOUNDATION | EDUCATION

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*I love how you have structured the page, and am so happy to see DevOps VietNam's initial success here in the channel. I sense a very successful partnership developing.*

Representative, Linux Foundation | Education

# A FOUNDATION FOR SUPPORTING GLOBAL TECHNOLOGY EDUCATION ORGANIZATIONS

The partnership with Linux Foundation | Education shows that DevOps VietNam can help global technology education organizations reach Vietnam's technical community in a structured, credible, and conversion-oriented way.

For specialized education programs across Linux, Kubernetes, Cloud Native, DevOps, Security, Open Source, and AI Infrastructure, success does not come from simply announcing a course or offering a discount. The program needs to be explained within the right career context, the right technical needs, and the right community segments that are able to act.

The Linux Foundation | Education campaign demonstrates how DevOps VietNam can connect international technology education organizations with Vietnamese engineers through a complete journey: positioning the learning value, developing landing pages, distributing through community channels, operating tracking, supporting reconciliation, driving registration, and maintaining the partnership after the campaign.

As a technical go-to-market partner, DevOps VietNam helps global technology and education organizations build awareness, create credibility, and turn community interest into real action in Vietnam.